



Welcome to The Ventures

You have the ambition and the grit, that's why you're here. However, for a professional woman, the barrier to a "White Whale" goal isn't usually the physical challenge itself; it's the sheer volume of logistics, planning, and mental bandwidth required to execute it alongside a high-pressure career, family and social commitments. Whether it's the Mongol Derby, a high-altitude summit, or a first 5km, these aren't just goals. They are projects.

This document is your first look at the Ventures infrastructure. It's designed to pull back the curtain on the strategy I use to manage first time to elite endurance goals, ensuring that when you finally stand at the start line, the only thing you need focus on is enjoying your dream. Let's build your blueprint!



What Are You Blockers?

The Life Stakeholders

You worry that your ambition will come at the cost of your family, friends or your career. Without a clear integration strategy, your goal feels like an act of selfishness rather than a project for growth.

The Competence Gap

You are a leader in your professional field, which makes being a beginner in the sporting and adventure world feel vulnerable. This causes Analysis Paralysis. buying the gear but never signing up for the event. You need a cheerleader and proof that you can step out of the beginner phase.

We often tell ourselves that the reason we haven't tackled our sporting goal is a lack of willpower or desire. It isn't.

It's usually about a series of invisible logistical and emotional blockers compounding into a lack of self belief. Recognising these blockers is the first step toward the start line.

The Time-Tax Mirage

You believe you are "too busy" to train. You are up early to commute; you are then at work for a full day with a long commute home. Once home there are the children to pick up, dinner to cook, a partner to spend time with, parents or friends to meet, hair appointments etc. The list is endless in today's world and you end each day feeling exhausted. How are you supposed to also train for hours a week? This is remedied with a robust plan or engaging a support system ensuring that you have set times to commit to your life dream.

The Safety of 'Someday'

Perfectionism is a blocker. We wait for the perfect year when work is quiet and the children are older. That year doesn't exist. You don't need a perfect year; you need a robust plan.

Environmental Friction

Your current lifestyle isn't designed for an endurance commitment. Without infrastructure every training session feels like a fight against your own schedule. You need guidance on how to train effectively in small time frames that fit your lifestyle.

The Complexity of an Endurance Goal

Many people say “Just start, what is the worst that can happen?”. I have tried this approach a few times and I can confidently say starting without a 360-degree view is a recipe for injury, burnout, or a DNF (Did Not Finish).

To achieve a life-changing goal, you aren't just training your body, you are managing a complex ecosystem. This ecosystem only becomes harder to manage and balance the bigger the challenge becomes. Here are the key areas we focus on with our clients to ensure they cross the finish line ready for their next adventure.

The Physical Engine

Periodised training, mobility, and a prehab cycles to ensure you reach the start line uninjured.

1

The Fuelling Strategy

The correct nutrition in training and the event is key. Testing your nutrition under the stress conditions of your event is essential pre-event preparation.

2

The Gear

Sourcing, testing, and breaking in every technical element, from base layers to emergency comms is a non negotiable.

3

The Mental Blueprint

Training your brain to stay quiet when the environment gets loud is a valuable tool and building your mental resilience is key to success

4

The Logistics Matrix

Organising your ground support, travel synchronisation, insurance, and what to expect on the day of the event all helps to calm nerves at the event.

5

The Full Dress Rehearsal

Pre-event run-throughs that stress-test your kit, your stomach, and your strategy in a controlled environment

6

The 5 Pillars People Forget



Most endurance plans fail because people focus on miles and calories but ignore the small everyday impacts of our lives. In my experience, success isn't determined by how hard you can push, but by how much friction you've removed before you even start. The following five pillars are the 'blind spots' that derail the areas for consideration. If you haven't accounted for these, you don't have a plan, you have a hope.

The Decision-Fatigue Buffer

By the time you reach the mid-point of training for a challenge, your ability to make logical choices drops by **40%**. We build "If/Then" protocols into your plan before you leave. If the weather turns, if the gear breaks, if the pace drops, the decision is already made. We save your brain for the performance, not the problem-solving.



Stakeholder Integration (The Home Audit)

An endurance goal isn't a solo mission; it's a project with stakeholders (partners, children, bosses). If your home life or career isn't synced to your training peaks, the friction will pull you out of the race. We audit your calendar to ensure your highest training volume doesn't hit during your busiest work month.



The Gear Failure Protocol

Most people pack for success; I pack for failure. It's not about having a backup headlamp; it's about knowing exactly where that backup is located when you can't feel your fingers and your heart rate is 170. We don't just advise on kit; we stress-test the access to it and the protocols surrounding it.



Metabolic Efficiency vs. Fuelling

Everyone has a nutrition plan, but few have a gut-training plan. For high-stress events, your body's ability to process fuel changes. We treat your stomach like a piece of technical equipment that needs 12 months of calibration to handle the specific demands of your 2026 terrain.



The Post-Project Decompression Gap

The post-adventure blues is a documented project risk. Ending a year-long project creates a massive neurochemical drop. My approach includes a post event plan, a strategic ramp down that manages your recovery and mental health after the finish line, so you don't crash back into your professional life.



Blueprint Roadmap

We don't start with training. We start with the finish line and work backward. This reverse timeline is how I ensure that your gear, your body, and your professional life are all peaking at the exact same moment.



“We prepare properly so we can play harder.
We take our goals seriously, but ourselves lightly.
We believe every 'first' is a massive victory.”

Emmelia Potts - Founder

The 3 Pillars of *The Ventures*

1 Accessible Strategy

You don't need a degree in sports science to get to the finish line. I translate complex planning into a simple, clear blueprint that fits into your real, busy life.

2 Total Support (The 'Safety Net')

We handle the what, when, and how so you can enjoy the 'why.' From gear lists to schedule tweaks, I'm the infrastructure that ensures you never feel overwhelmed or alone.

3 The Joy of the Journey

I don't just focus on the finish line. We focus on making sure you feel confident, capable, and excited every step of the way. If you aren't smiling (at least some of the time!), we aren't doing it right.





About Your Coach

Why The Ventures?

I founded The Ventures because I got tired of seeing ambitious women stall on their biggest sporting goals due to a lack of professional grade support and an overwhelm of online noise. Apps give you a generic outline, influencers are underqualified, gym PTs are rarely relatable and there is a minefield of information to navigate for each event/challenge.

What Do I Bring?

With over a decade of construction project management and endurance challenges experience, I know that success for these challenges is built on the boring bits, not just the training plans. The logistics, the risk mitigation, and the infrastructure. My job is to handle the complexity so you can experience the transformation in an approach that is personal to you.

You have my number and my email, we meet up for training sessions both in person and online, you are not lumped into a group webinar to talk about resilience, you are taken care of on a one to one personal basis.

Everyone is different, everyones lives have different stresses, your approach to a challenge should not be generic, it should be genuinely tailored.

I've been where you are, staring at a goal that feels impossibly big while managing a career that feels impossibly busy.

I am here to tell you that it IS possible to do both and to show you how.

Why pick me?

- Finished the world's longest and toughest horse race 1,000km across the Mongolian steppe
- Represented the UK at the World Obstacles Course Championships in Canada.
- Executed high-altitude expeditions including Kilimanjaro and Mount Fuji as well as other expeditions such as the Inca Trail and ABC trek in Nepal.
- Represented England on the winning team at the Home Internationals Horse Endurance Race
- Iron Man triathlon finisher
- Multiple Ultra Marathons finisher
- Multiple multi day events finisher
- Great Walls of China Marathon finisher
- Over 100 adventure running races completed worldwide
- L4 personal trainer
- L3 Sports masseur
- A full time career spanning over a decade spent managing multimillion pound build projects, whilst fulfilling my sporting bucket list.
- Constantly carrying out my own personal bucket list sporting goals.

On my list: Marathon Des Sables, Swimming the English Channel, Mera and Island Peak (Nepal), Mongol 100 wild ice skating race. "Join my Bucket list" Coming soon!

Ready to turn One Day into Day 1?

The Ventures is about more than just a training plan. It's about having a dedicated partner, to hold you accountable, handle the heavy lifting of your logistics and plan your goal around your life so you can enjoy the transformation of the journey. This offering is open to all goals, whether it is your first 5km or a multi-day mountain trek.

What Next?

The Application:

To receive this document, you will have already sent an enquiry form to The Ventures, sent a socials DM or met me in person.

Review:

I will review your application and get back to you in 24 hours with whether I can help and if I can not then will offer some guidance on sources who can.

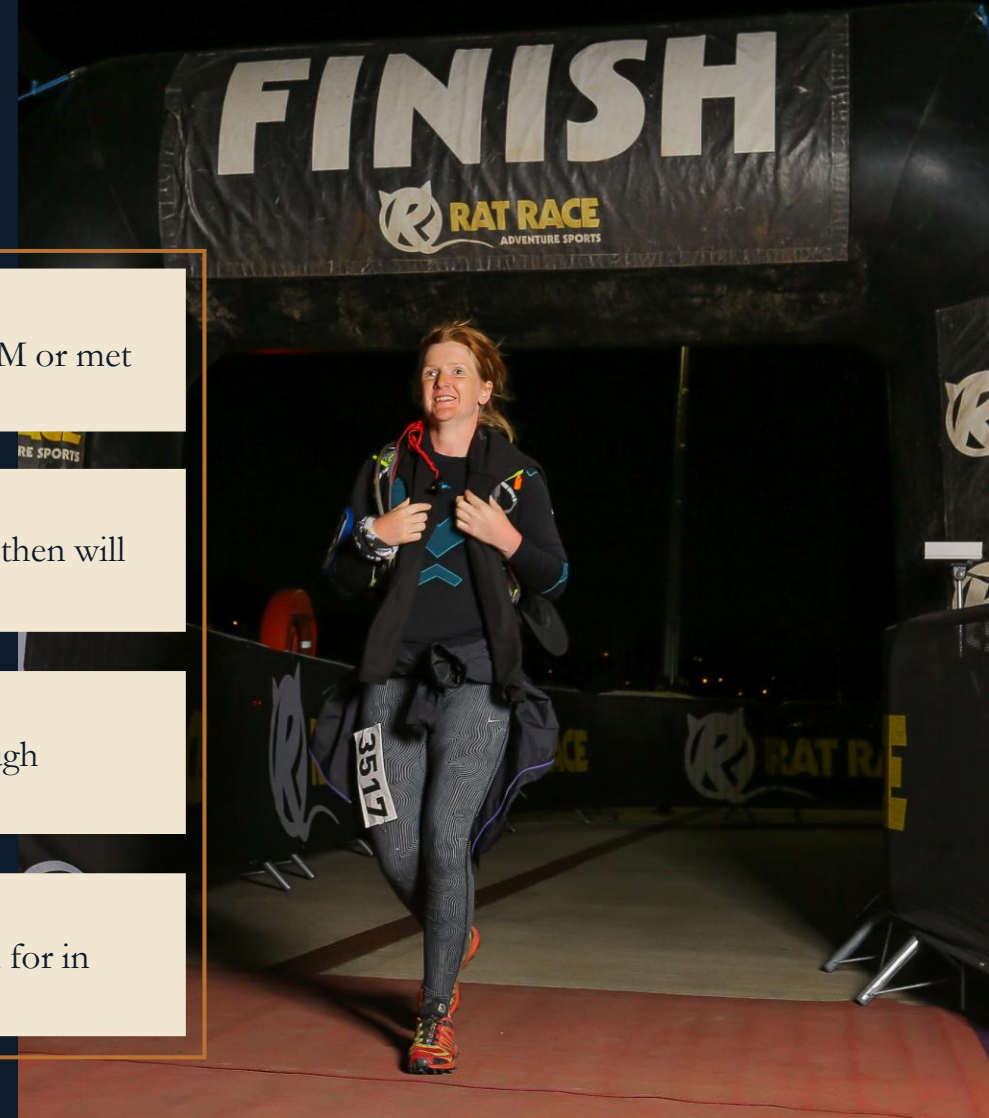
The Blueprint Call:

If we're a good fit, we'll hop on a call to discuss your goal and blockers in more detail and to run through pricing tiers.

The Start of you Goal:

After appointing the Ventures to be your sporting challenge coach and trainer we will set up a program for in person training session, online sessions, starting point assessments, goal tracking and so much more!

Have questions before you apply? Drop me a DM on Instagram [@TheVentures](#) or email me at theventures2017@outlook.co.uk I can't wait to see what you're capable of!



“Don't underestimate yourself. You are capable of more than you can ever imagine.”

- *Les Brown*

